

The United States Mint

Mint News

From the Office of Public Affairs

Washington, D.C. 20220

FOR RELEASE
18 DECEMBER 1995

FOR FURTHER INFORMATION CONTACT
DONALD R. NICHOLS (202) 874-3134
DEPT. OF THE TREASURY

MINT RECEIVES WORLD CLASS RATING IN CUSTOMER SATISFACTION - Survey Findings Place Mint With The Best In American Business -

Washington, D.C. -- The U.S. Mint has joined the top ranks of American businesses and stands unmatched among government agencies in the degree of satisfaction it provides customers.

Those are conclusions of a survey of Mint commemorative and numismatic coin customers conducted by the National Quality Research Center (NQRC) at the University of Michigan School of Business in October and November.

NQRC investigated Mint customers' perceptions of quality, value and service plus how well products and services met expectations, then compared Mint-specific findings against ratings published in the December 11 issue of *Fortune Magazine* by the American Society for Quality Control and NQRC.

The Mint scored 85 on a 100-point American Customer Satisfaction Index, a rating the NQRC described as "outstandingly high" and equal to giants in customer satisfaction like PepsiCo, Maytag, Federal Express, Proctor & Gamble and Mercedes-Benz. No other rated governmental agency scored above 78.

Results show that the Mint's customers have "extraordinarily high" expectations of quality and service and that their expectations are being met: the Mint scored 90 of 100 possible points in assessments of customer loyalty and received its highest marks -- 93 of 100 possible points -- in quality of commemorative and numismatic products.

Mint Director Philip N. Diehl called the findings "a very gratifying confirmation that our emphasis on premier service is paying off and that our customers have acknowledged it."

He continued:

"President Clinton and Vice President Gore challenged government to become the most efficient, service-intensive and customer-centered organization in the American economy. The Mint took that challenge to heart. These customer satisfaction results, especially following the second Hammer Award we received for our customer service initiatives, prove that in a very brief time the Mint has become a model for government reinvention."